



# BOMI INTERNATIONAL DESIGNATION PROGRAMS

### Instructor

#### Larry Lenrow

The Davis Companies

Larry F. Lenrow is Managing Director of Property Management and Operations at The Davis Companies. Lenrow runs the property management company as well as handling various administrative duties. He is a voting member of the investment committee and sits on the executive committee. For over more than three decades, Lenrow has been involved in every facet of the real estate business, from leasing and asset and property management, to development, acquisitions and finance. He was responsible for one of the largest commercial leases in the country in 1991. He has been featured on the cover of Real Estate New York and "people to watch" in the New England Real Estate Journal. He was named 2012 BOMA executive of the year. Having graduated from college at age 19, he went on to earn masters degrees in Education, Accounting, Business and Taxation.

He is honored to be a BOMI instructor for several decades.

## LEASING & MARKETING FOR PROPERTY MANAGERS

### 4-Day Accelerated Course

**MAY 16, 17, 23, 24**

Reservoir Place, 1601 Trapelo Road, Waltham | 8:30 AM - 5:00 PM

Predicting future opportunities for the property manager is a challenge. In this course, you will gain the skills needed to successfully lease and market building space under favorable as well as adverse economic conditions. You will learn to conduct targeted market surveys and to develop a marketing plan that will please both the owner and the tenant. Leasing and marketing are also approached in-depth from legal and ethical angles, as well as from a financial standpoint. This course, which includes current, reliable resources, such as relevant web sites, can help you stay on top of today's marketplace.

### Major Topics

Market analysis | Survey conditions and planning | Ownership and investment | Renewal and tenant satisfaction | The leasing plan, including lease negotiations | Public relations and advertising | Tenant prospecting and space allowance

## REGISTRATION NETWORK EDUCATE INNOVATE

### Course Fee (check one)

- BOMA Boston Member \$1,150
- Non-Member \$1,300

### What designation are you enrolled in?

- RPA  FMA  None  Other\_\_\_\_\_

### BOMI Fee

- Designation Fee \$225
- Single Course Fee \$100

*Cancelling within 5 business days of the course you will incur a cancellation fee of \$150*

Please email completed form to:

**Cam Archibald** [carchibald@gbreb.com](mailto:carchibald@gbreb.com)

Fax: 617-588-0286 Phone: 617-399-7868.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### Payment method

- CHECK (PAYABLE TO BOMA)  VISA  MC  AMEX  DISC

NAME ON CARD \_\_\_\_\_

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_